

Historic, Archive Document

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General Pershing (See page 7)

S. Scherer and Sons

Established 1907

Waterside Avenue
Northport, Long Island, N. Y.



Phone
 Northport
 432



*Largest
 Water
 Lily
 Growers
 on
 Long
 Island*

We Invite You to Visit OUR NURSERIES

We are located on the north shore of Long Island approximately 35 miles from New York City, easily accessible by auto or train, for customers on Long Island, New York City and Westchester, etc. Our nursery is on Waterside Avenue, Northport, one mile north of Route 25A—open Sundays, holidays and evenings during April, May and June.



Our Guarantee

We grow the finest plants possible, ship excellent quality tubers that are true to name, and pack each order carefully so it will arrive in good condition.

Any information desired will be given freely by us.

If material does not arrive in good condition, be sure your claim is noted by carrier upon arrival and notify us promptly.

S. Scherer & Sons



We carry Fish Food, Fertilizer and Waterlily Containers made to order. For customers who are able to visit the nursery we plant the Lilies in containers for a nominal charge, and all you have to do is place them in your pool.

Suggestions for the Care of Your Lilies

HARDY LILIES may be planted any time from the 1st of April until the middle of August.

Tropical Lilies may be planted when the temperature averages seventy degrees or about May 25th.

Waterlilies come into flower early in the season and bloom until frost.

Concrete pools are best left full of water and covered with boards and straw. Hardy Waterlilies will winter in the pool if the water does not freeze deeply, but Tropical Lilies are best considered as annuals and purchased new each year. Hardy Lilies growing in boxes may be taken into a cool basement until Spring. Care to be taken not to allow them to dry out.

Running water is neither necessary nor desirable and may retard the development of Waterlilies by keeping the temperature too low.

New concrete pools should be filled with water and drained at least four (4) times before any fish or plants are introduced.

Planting instructions are attached to every Waterlily tuber shipped.

SHIPPING TERMS

Water plants may be shipped safely at any time. Shipments will be made at as early a date as experience has shown us is advisable for your particular locality, unless otherwise instructed. Orders will not be delayed.

Tropical Lilies are shipped from May 25th on.

Aquarium Plants, when ordered alone, are shipped at once.

Terms: Orders are accepted only when accompanied by funds sufficient to cover price of goods.

We pay the Postage on all Retail Orders within the United States and Canada.

Hardy Water Lilies

WHITES

Price

- GONNERE.** Pure white, double and free blooming; resembles a large snowball. **Each \$2.50**
- ODORATA GIGANTEA.** Very large, pure white, very fragrant. Flowers often 6 inches across. A free bloomer. **Each .75**
- ODORATA MINOR.** Especially valuable for tub culture. Flowers 2 to 3 inches in diameter. Suitable for edge of ponds. **Each .85**
- MARLIAC ALBIDA.** Large size, pure white flowers with yellow stamens. Blooms entire season continuously. Sepals are tinted with pink, leaves deep green above and red beneath. **Each 1.50**
- GLADSTONE.** Largest of white Lilies, requiring considerable space for best development. Flowers are pure white, cup-shape with golden yellow stamens. Flowers are 6 to 8 inches across. Leaves dark green. **Each 2.00**
- TUBEROSA MAXIMA.** Excellent for naturalization. Fast growing. **Each 1.50**

COLLECTION NO. 8

- | | |
|-------------------------------------|-----------------|
| 1 Marliac albida (white)..... | } \$4.75 |
| 1 Marliac chromatella (yellow)..... | |
| 1 Marliac carnea (pink)..... | |

PINKS

- EUGENIA DE LAND.** Flowers are extra large, very beautiful color of deep rose pink; very vigorous and free flowering variety. **Each \$1.75**
- ROSE AREY.** Considered the most desirable of the fragrant Lilies. Brilliant pink. Petals are pointed and incurved with golden yellow stamens. Excellent bloomers, producing very large flowers, often 7 to 8 inches in diameter. **Each 2.25**
- HELEN FOWLER.** Deep pink with lighter center. Flowers are borne well above the water. Flowers not so large but blossoms continuously. **Each 1.50**
- MARLIAC CARNEA.** Large, soft flesh pink, deeper toward center. Free flowering, with large, purplish red leaves, changing to deep green. **Each 1.50**
- MARLIAC ROSEA.** Similar to Carnea, except that it is a deep rose pink. Flowers 4 to 5 inches. **Each 2.25**
- PINK OPAL.** Full-petaled, cup-shaped flowers of deep, rich pink. **Each 1.25**

COLLECTION NO. 5

- | | |
|---------------------------------|-----------------|
| 1 Odorata gigantea (white)..... | } \$2.00 |
| 1 Marliac carnea (pink)..... | |

COLLECTION NO. 7

1 Odorata gigantea (white).....	} \$5.95
1 Helen Fowler (pink).....	
1 Aurora (changeable).....	
1 Gloriosa (red).....	

YELLOW

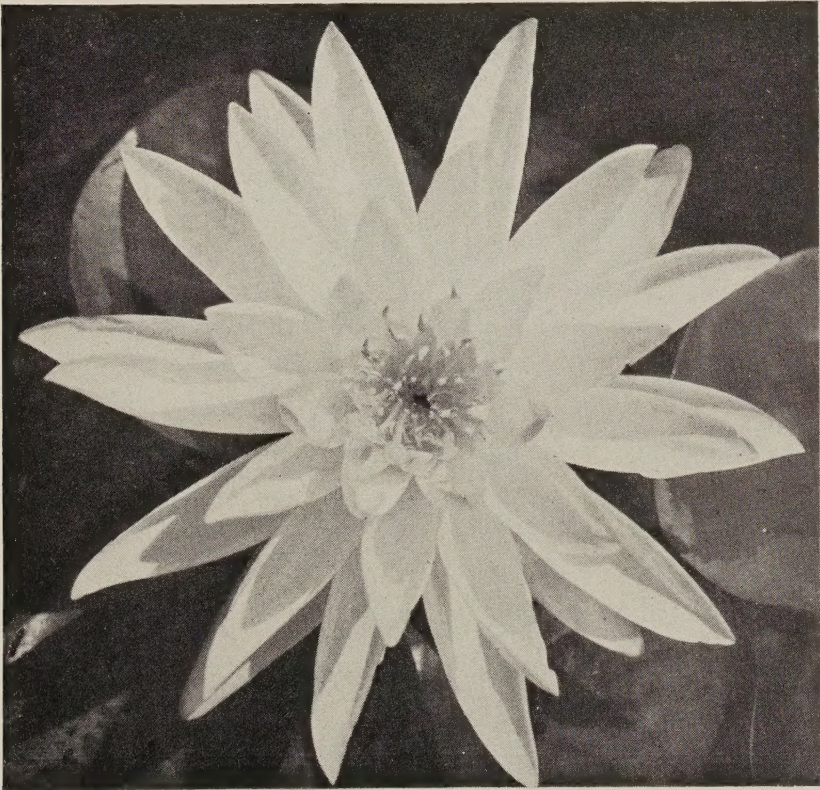
Price

SUNRISE. One of the first Lilies to open in the morning. Free bloomer, 8 to 10 inches in diameter and stands well above water. Clear sulphur yellow color. Blooms early Spring to late Fall. Superb variety. Stands crowding; does well in any depth of water. **Each \$3.00**

MARLIAC CHROMATELLA. Charming canary yellow, 4 to 6 inches across. Leaves green mottled with brown. Free bloomer. Advise dividing every few years. **Each 2.00**

COLLECTION NO. 6

1 Gladstone (white).....	} \$8.75
1 Marliac Chromatella (yellow).....	
1 Rose Arey (pink).....	
1 Attraction (red).....	



Sunrise

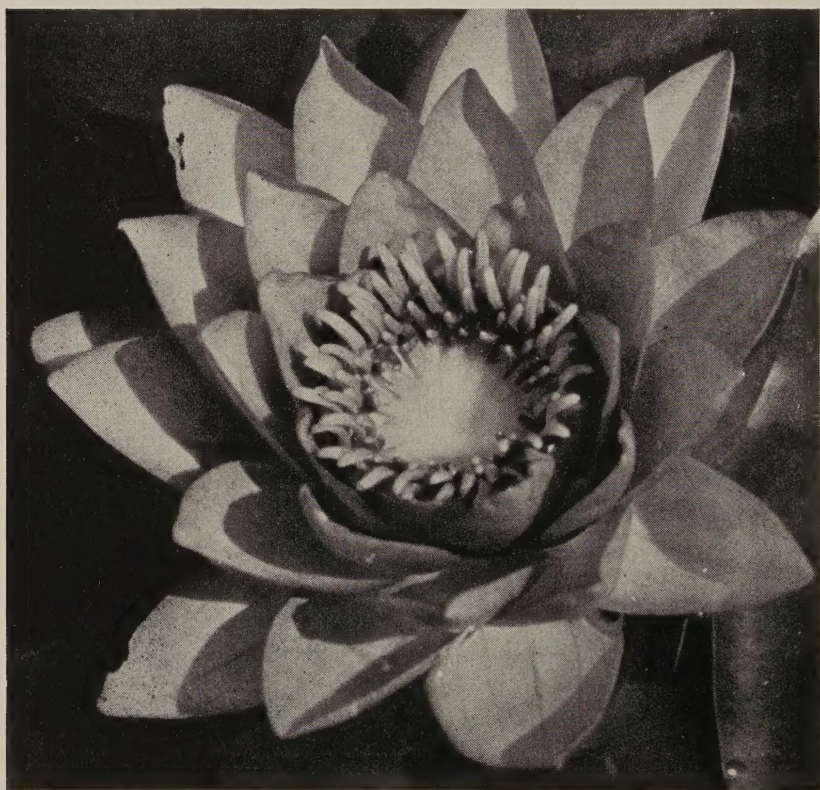
HARDY WATER LILIES—*Continued***REDS**

Price

- ATTRACTION.** One of the most beautiful Lilies, often 8 to 10 inches across. On opening it is a garnet red with almost white sepals and stamens of rich mahogany, tipped with yellow; no pool complete without it. **Each \$3.00**
- GLORIOSA.** Deep carmine rose, becoming deep red with age. Blooms continuously; 5 or 6 inches in diameter. Ideal for either pool or tub. **Each 2.75**
- JAMES BRYDON.** Cup-shaped flower of rich, rose crimson, 5 to 6 inches. Early bloomer and rapid grower. Adapted to either tub or pool culture. **Each 2.75**
- CONQUEROR.** An immense flower similar in character to the Attraction. A robust grower—strong, healthy plants. **Each 2.25**

CHANGEABLE COLORS

- PAUL HARIOT.** Flowers are large, cup-shaped, light yellow, delicately shaded copper-red. **Each \$2.25**
- COMANCHE.** Large flowers of rich apricot on opening, changing to dark copper-orange with red as flower ages. Leaves olive green, flaked with brown. **Each 2.50**
- AURORA.** Flowers creamy yellow first day, changing to dark red by third day, giving variety of color. **Each 1.75**

**Gloriosa**



Mrs. George H. Pring

Tropical Water Lilies
DAY-BLOOMING WHITE

Price

MRS. GEO. H. PRING. Best pure white tropical Lily, producing large, fragrant white flowers.. **Each \$2.00**

PINK

GENERAL PERSHING. Unique flower opening at 7 A.M. and closing at 7 P.M. Very fragrant, measuring from 8 to 10 inches across. Flowers are borne about 12 inches above water. Buds dark green striped with dark purple. A fine, bright color..... **Each \$2.50**

MRS. C. W. WARD. This is a deep, rosy pink flower, with golden yellow stamens tipped with pink. The flowers are from 8 to 10 inches across..... **Each 2.25**

ZANZIBARIENSIS ROSEA. Fragrant, deep pink, 6 to 8 inches across. Opens earlier in the morning than other varieties..... **Each 1.50**

COLLECTION NO. 1

- | | | |
|-------------------------|---|---------------|
| 1 Juno (white)..... | } | \$4.50 |
| 1 Bisset (pink)..... | | |
| 1 Devonshire (red)..... | | |

Our Ever-Popular Collection No. 9

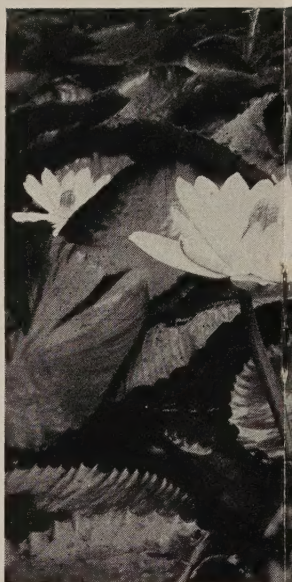
1 Mrs. George H. Pring
(White)

1 General Pershing
(Pink)

1 Blue Beauty
(Blue)

*These three beautiful
Lilies only*

\$5.75



TROPICAL WATER LILIES—Continued

PURPLE

Price

PANAMA PACIFIC. Rich, rosy red, on first opening. When fully opened, changes to deep, reddish purple with yellow stamens. One of the most popular and most promising of day bloomers. Also throws young plants which frequently flower while attached to parent plant.....**Each \$2.50**

ZANZIBARIENSIS (African Purple Lily). Good-sized flower, 6 to 8 inches across.....**Each 2.00**

AUGUST KOCH. Flowers are 7 to 8 inches in diameter and rise from 8 to 10 inches out of water. Petals are pale Wisteria violet. Excellent variety, blooms freely. Produces young plant from the surface of the leaves. One of the easiest of the tropicals to grow.....**Each 2.25**

BLUE

PENNSYLVANIA (BLUE BEAUTY). This is one of the most popular blue Lilies. The flowers are large and bloom continuously from Spring until frost.**Each \$2.25**

MRS. ED. WHITAKER. One of the newer hybrid Lilies and largest of day bloomers. Lavender blue on first opening, getting paler after the flower ages. Leaves beautifully mottled and streaked with dark red. Opens at 6:30 A.M., closing as late as 7:30 P.M. No other Lily remains open so long a time. Flowers about 10 inches across.....**Each 2.25**

DAUBEN. Very light, small blue Lily, especially adapted to tub culture. Will sprout additional Lilies from the center of its leaves. These new plants often send forth blooms while still attached to the parent plant.....**Each 1.50**

COLLECTION NO. 2

1 Mrs. Geo. H. Pring (white).....	} \$5.25
1 Blue Beauty (blue).....	
1 Devonshire (red).....	



Tropical Night Blooming Water Lilies

Tropical Night Blooming

WHITE

Price

DENTATA SUPERBA (JUNO). Pure white Lily, 10 to 12 inches across, with yellow stamen. Leaves are large, deep, glossy green. Flowers very freely throughout Summer. Stands well above water. Very noticeable at night.....**Each \$1.75**

LOTUS DENTATA. This is the second white Lotus Lily. The flowers are white and the leaves dark green. **Each 1.50**

PINK

OMARANA. Flowers from 8 to 12 inches across. Beautiful rosy pink. Stamens deep orange red. One of best and free flowering of all night bloomers.....**Each \$1.75**

BISSET. Petals extremely wide, beautiful pink. One of the best growers.....**Each 1.75**

RED

DEVONSHIRE. Deep red, about 6 to 8 inches across. Opens 7 to 8 P.M. and closes 10 A.M.....**Each \$1.75**

COLLECTION NO. 3

1 Zanzibariensis (purple).....	} \$3.00
1 Zanzibariensis rosea (pink).....	

COLLECTION NO. 4

1 Dauben.....	} \$2.75
1 Lotus dentata.....	



Shallow Water and Bog Plants

Price

- ARROWHEAD, GIANT** (*Sagittaria sagittifolia*). Distinctive leaves shaped as name indicates, standing 1 to 3 ft. above; flowers freely; hardy. **2 for 50c., Doz.\$2.50**
- HARDY BAMBOO.** Very hardy Bamboo for margin planting. **Each .50**
- VARIEGATED SWEET FLAG** (*Acorus calamus Variegated*). Foliage striped green and white. Hardy. **Each .25**
- BUTTERFLY LILY, WHITE** (*Hedychium coronarium*). A tall, Canna-like plant with large leaves and very fragrant, white blossoms borne in umbels. **Each .35**
- CALLA PALUSTRIS** (Wild Calla). Well known native Calla. **2 for .50**
- WHITE CALLA** (*Zantedeschia aethiopica*). Perpetual flowering, fine white flowers. Not hardy. **Each 1.00**
- CHELONE GLABRA** (Turtle Head). White, 14 to 18 inches in height. **2 for .50**
- GRACEFUL CATTAIL** (*Typha angustifolia*). A tall variety with slender cattails. **3 for .50**

AQUATIC COLLECTION NO. 10

- | | | |
|------------------------|---|---------------|
| 3 Umbrella Palms..... | } | \$2.00 |
| 3 Water Poppy..... | | |
| 3 Parrot Feather..... | | |
| 3 Water Hyacinths..... | | |

SHALLOW WATER and BOG PLANTS—Cont.

Price

- COMMON CATTAIL** (*Typha latifolia*). Favorite native swamp plant. **4 for 50c., doz. \$1.25**
- FLOATING HEART** (*Nymphoides petatum*). Produces brilliant yellow flowers; hardy. . . **3 for 50c., doz. 1.75**
- FLOWERING RUSH** (*Butomus umbellatus*). Attractive pink flowers borne on round stems with peculiar, three-sided leaves. Hardy. . . . **3 for \$1.00, doz. 2.50**
- FORGET-ME-NOT** (*Myosotis scorpioides*). A well-known Spring and Summer flowering plant with small clusters of blue flowers with yellow eye. **4 for \$1.00, doz. 2.75**
- YELLOW FLAG** (*Iris pseudacorus*). A tall, sword-leaved plant, broad yellow flowers of Japan Iris type. **3 for \$1.00, doz. 2.50**
- BLUE FLAG** (*Iris versicolor*). Exactly like Yellow Flag except that flowers are blue. . . . **Each 25c., doz. 2.50**
- JAPANESE TARO**. Leaves are beautiful blue-green; underneath and around edge, lavender; attractive. **Each .50**
- LYTHRUM ROSEUM**. Rose-colored flowers flowering in July and August. **2 for .50**
- MARSH-MARIGOLD** (*Caltha palustris*). Clusters of large, buttercup-like flowers of brilliant yellow, early in Spring. **Each 25c., doz. 2.50**

**Caladiums****FANCY-LEAVED CALADIUMS**

Various colors ranging from green through pink to deep red; some heavily veined, a few rare white. Plants from 4 inch pots. **Each \$1.25**



Water Lotus

SHALLOW WATER and BOG PLANTS—*Cont.*

- | | Price |
|--|----------------------------------|
| PARROT FEATHER (<i>Myriophyllum proserpina-</i>
<i>coides</i>). Invaluable for trailing over fountain.
Hardy..... | Each 15c., doz. \$1.50 |
| PICKEREL RUSH (<i>Pointederia cordata</i>). Blue flow-
ers produced freely..... | 2 for 50c., doz. 2.50 |
| PRIMROSE WILLOW (<i>Jussiaea longifolia</i>). Bright
yellow blossoms, profusely borne in axils of leaves.
Very desirable for edge of pools.... | 3 for \$1.00, doz. 2.50 |
| SPIRAL PALM (Like the Umbrella Palm). Greenish-
white flowers, produced in umbels.... | Each 25c., doz. 2.50 |
| SWEET FLAG (<i>Acorus calamus</i>). The well-known
Sweet Flag, sweetly scented..... | 3 for .50 |
| UMBRELLA PALM . Grows well in small pools or moist
ground..... | Each 25c., doz. 2.50 |
| FOUR-LEAF WATER CLOVER (<i>Marsilia drum-</i>
<i>mondi</i>). Resembling a four-leaf Clover. Not
hardy..... | 3 for 50c., doz. 1.50 |
| WATER NASTURTIUM, or WATER CRESS . Thrives
in sun or shade. Ideal near pool spring. Edible.
Hardy..... | 6 for .75 |
| WATER PLANTAIN . Border plant with heart-shaped
leaves and surrounded by tall branching spikes of
white flowers. Hardy..... | 3 for 50c., doz. 1.75 |
| WATER POPPY (<i>Hydrocleis nymphoides</i>). Leaves
float upon surface of water. Large, yellow flowers.
Blooms continuously..... | Each 15c., doz. 1.50 |
| WILD RICE (<i>Zizania aquatica</i>). The importance of
wild rice as a food for water fowl cannot be over-em-
phasized. Should be in every pond..... | Each 10c., doz. \$1.00, 100 7.00 |

Water Lotus

(NELUMBIUM)

The sacred flower of the Egyptians. The flowers are borne about a foot above water. Leaves are very large and beautiful; some standing well above water, others floating on the water. No garden complete without it. Very fragrant. Beautiful centerpiece in pool.

Price

NELUMBIUM SPECIOSUM. The true flower of the Egyptians. Large, rosy pink. A free bloomer and hardy.....Each \$2.50

NELUMBIUM LUTEUM. This is the free flowering, large flowering American yellow Lotus.....Each 2.50

NELUMBIUM ALBUM. A fine variety of pure white Lotus; large and free flowering.....Each 2.50

Floating Plants

Price

AZOLLA (*Azolla caroliniana*). Small, crinkly green plants.....Portion \$0.25

DUCK WEED (*Lemna minor*). A polka dot appearance on water; roots appreciated by gold fish. Portion .25

SALVINIA (*Salvinia braziliensis*). Dainty, soft green leaves. Popular aquarium plant.....Portion .25

WATER FERN (*Ceratopteris thalictoides*). Aquatic species of fern family; leaves resembling garden Lettuce.....Each 15c., doz. 1.50

WATER HYACINTH (*Eichhornia grassipes-major*). Shiny, dark green leaves, the stems of which are expended in pseudo bulbs, which serve as air chambers. The orchid-like flowers of lavender form a spike, like that of a true Hyacinth. Each 20c., 3 for 50c., doz. 1.50

WATER LETTUCE, or SHELL FLOWER. A rosette of blue-green, velvety leaves.....3 for 50c., doz. 1.50



Water Hyacinth

62.61

= 1949 =



S. SCHERER & SONS

NORTHPORT, L. I. N. Y.

HARDY PERENNIAL PLANTS

all of these Special Plant Offers listed here are of first quality stock. Select several Plant Offers and plant this Spring. We are sure you will be more than pleased. Order by letter preceding Plant Offer. All plants shipped postpaid within a 300 mile radius of Northport.

- | | |
|--|---|
| <p>A. LONG SPURRED COLUMBINES
Rich beautiful colors - blue
yellow, crimson, etc.
5 plants for \$2.25</p> <p>B. FOXGLOVES
Handsome spikes that will attract
attention. Assorted colors.
3 plants for \$1.40</p> <p>C. CANDYTUFT
Clusters of fragrant white flowers
evergreen
5 plants for \$1.75</p> <p>D. JAPANESE IRIS
Mixed colors
3 plants for \$1.50</p> <p>E. HARDY AMARYLLIS
Beautiful lilac-pink flowers 2'
July
Each \$1.3 for \$2.75</p> <p>F. RUSSELL LUPINS
Spikes of pea-shaped flowers
mixed colors.
3 plants for \$1.50</p> <p>G. PLATYCODON (Balloon Flower)
Balloon shaped buds-interesting
blue and white
3 plants for \$1.50</p> <p>H. JACOB'S LADDER
Finely cut foliage -sky blue
flowers
5 plants for \$2.25</p> <p>I. STOKES ASTER
Flowers 3-4" across. Beautiful blue
3 plants for \$1.50</p> | <p>J. TRITOMA
Orange-scarlet shading to salmon-rose
3 plants for \$1.75</p> <p>K. CHRYSANTHEMUMS
Beautiful mixture of colors.
Vigorous plants
5 plants for \$2.25</p> <p>L. ASTILBE (Spirea)
Flowers in showy panicles-freely
produced.
3 plants for \$2.00</p> <p>M. GAILLARDIA
Blooms continuously from June
until frost. Assorted colors.
5 plants for \$2.25</p> <p>N. GYPSOPHILA (Babysbreath)
Masses of minute pure white flowers
3 lrg. plants for \$1.50</p> <p>O. DAY LILIES
Many colorful blooms. Yellow,
golden and orange.
3 plants for \$1.50</p> <p>P. ROCK GARDEN COLLECTION
A real value - try it.
10 plants for \$3.75</p> <p>Q. DELPHINIUM
Handsome spikes of blue flowers
3 plants for \$1.75</p> <p>R. BLEEDING HEART (wild)
Finely divided foliage. Blooms all
summer - rose
3 plants for \$1.50</p> <p>S. FLAX
A lovely plant with blue flowers
5 plants for \$2.25</p> |
|--|---|

SPECIAL OFFER - YOUR CHOICE - Any three (3) of
the following Special Offers - O-G-D-J-C - Only \$4.00

Oxygenating Plants

ANACHARIS (Elodea canadensis) ..	Each 15c., doz. \$1.50
LUDWIGIA (Loosestrife).....	Each 15c., doz. 1.50
SAGITTARIA (Broadleaf).....	Each 15c., doz. 1.50
VALLISNERIA (Tape Grass).....	Doz. 50c., 100 4.00
NITELLA GRACILIS.....	Portion .25
MARESTAIL (Hornwart).....	Portion .25

Scavengers

	Price
JAPANESE SNAILS.....	3 for \$0.25
BLACK RAMSHORN SNAILS.....	8 for .25

Gold Fish

We carry Goldfish, but do not ship. Please remember to to bring your own container when calling at the nursery to purchase fish.

FISH FOOD

Per quart.....75c.

WATER LILY FERTILIZER

3 lbs.....\$1.00

REDWOOD CONTAINERS

Each.....\$2.00

WE SPECIALIZE IN BUILDING
ROCK AND WATER GARDENS



S. SCHERRER
NORTH P

HARDY PERREN

All of these Special Plant Officers listed
select several Plant Officers and plant
more than pleased. Order by letter given
postpaid within a 300 mile radius of

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Micro-Seal

(Patent Pending)

DURABLE—Micro-Seal when applied in accordance with manufacturers directions will not peel, check, crack or craze.

EFFICIENT—Micro-Seal has been developed to meet the high standards of the American home. Its lasting quality for waterproofing interior and exterior masonry surfaces makes it economical. No expensive thinners required. Just add clean water for mixing. Hardens with age.

HARMLESS—Micro-Seal is harmless to plants and fish. *This non-poisonous, scientific mineral waterproofing in color is our answer to the professional and general public's request for a material suitable for concrete pools, harmless to plants and fish.*

APPLICATION—Micro-Seal is easily applied. 25 lbs. will waterproof 175 square feet.

DECORATIVE—Micro-Seal may be obtained in Special Snow White and eight (8) pastel shades:

Turquoise Blue

Pale Green

Stone Grey

Spanish White

The Turquoise Blue Micro-Seal will give unique color to your pool and add life and beauty to its appearance.

Complete Directions Inside Package

8½-lb. package, \$2.65—Makes about 1 gal. Mix

Special Prices on Bulk Lots



Water Hyacinths (See page 13)



Water Poppy (See page 12)

S. SCHERER & SONS

**Northport
L. I.**



***Largest
Water Lily
Growers
on
Long Island***

